

Christian Life Publications, Inc.
Gundersen Dr. & Schmale Rd.
Wheaton, Illinois 60187

Advertising Manager
Ted Nelson, Publisher
25 S. 7th Ave.
La Grange, IL 60525

Christian Life

GUNDERSEN DRIVE AND SCHMALE ROAD, WHEATON, ILLINOIS 60187

advertising newsletter

REPORTING WHAT GOD IS DOING IN THE WORLD TODAY



FLASH!!

**OVER 120,000
COPIES OF
CHRISTIAN LIFE
CONTINUES IN
FEB & MAR**

**THAT'S RIGHT!!! CHRISTIAN LIFE
will print and distribute over 120,000
copies of each of the next 2 issues,**

**65,000 (or more) will go to our regular subscribers
55,000 (or more) will go to pastors as readership study copies
(with a special gift offer to pastors who respond)**

* * * * *

ADVERTISING OPPORTUNITIES: (see monthly *editorial emphases* on other side of this page) Reach 65,000 of "the most responsive readership of any Christian Magazine"—(so say many of our advertisers)—plus another 65,000+ readers from "pass-alongs." 72% of those 130,000 readers are on the boards and committees which influence the buying patterns in the church.

PLUS: Reach 55,000 pastors *directly* with your advertising message.

PLEASE NOTE: There is an opportunity for at least 2, but no more than 6 pages available for advertising directed specifically and *only* to the pastors—and which will appear *only* in the readership study copies sent to the pastors—at 60% of the normal page-rate (see "cut" from rate-card showing advertising rates on other side of this page). NOTE: ¼, ½, and FULL-PAGE ads *only* for this offer.

CLOSING DATES: (for February issue) For *new* advertisers *and* the "pastors only" ads, space reservation *and* copy by Dec. 13th. For current advertisers, space must be reserved by Dec. 20th and copy by Dec. 27th.

MAIL *EARLY* TO AVOID CHRISTMAS DELAYS!!!

REX D. TALMAGE • DIRECTOR OF MARKETING AND SALES

312-653 4200

CHRISTIAN LIFE EMPHASES

WHY ADVERTISE IN C.L.? BEST RESPONSE!!! THAT'S WHY!!!

We have maintained all along that we have the most responsive audience/market. Occasionally, someone says, "Prove it!" The only way we can is when an advertiser runs exactly the same ad, in the same month, in several magazines, and then "keys" the responses, and reports the results to us.

In January 1976, one of our advertisers did just that, with a full-page ad, in each of 5 magazines, with the following results within the first 90 days:

Magazine	Cost of one page ad	Number of responses	Cost per response
Christian Life	\$1232.00	1213	\$1.03
Magazine "A"	2185.00	1386	1.58
"B"	1163.00	691	1.68
"C"	1890.00	776	2.44
"D"	1225.00	385	3.18

If I were in your position as an advertiser, this is, by far the most valid reason for advertising *first* in Christian Life.

In other words, it isn't so much how many copies of a magazine are *printed* that makes the difference—it is rather how much it costs you the advertiser to get a valid *response*, right? So, come on in with an ad in these exciting issues!!!

FEBRUARY 1977

Everyone is concerned about his *health*—or should be. And in this exciting issue, David Kaufmann (Ph.D. in anatomy) tells how *Christian Life* readers can keep in shape. And an indepth interview with Carla Emery, who operates a "back to the land" school, gives helpful insights on gardening, bee keeping, canning, cooking, etc. This would provide a great "springboard" type piece for any publisher who has *garden, cook and/or health books*. To tie in with this, there's a helpful how-to article, "Children Will Blossom with a Christian Garden," which shows both parents and Sunday School teachers how to point out spiritual lessons from various kinds of plants. *Music groups* will take a bow with the great treatment in Dean Benton's article on *why* and *how* groups get started. This is a behind-the-scenes glimpse into motivation which will make records by groups more meaningful to listeners. *Church growth* also is emphasized in this issue, with articles for both laymen and church leaders: "Builders for Christ," "How To Choose a Church When You Move," "Your Church Can Grow," and "The Biggest Little Church in the World." Besides all this, there'll be articles on *healing*—and how to be healed.

PLUS: ALL THE REGULAR FEATURES

PLUS: QUOTABLE QUOTES—a new, back-of-the-book feature (started with December)

PLUS: *MORE*

MARCH 1977

What's the newest trend in schools? In films? Both will be discussed in the big March issue of *Christian Life*. And, of course, there'll be the *annual listing of Christian schools*, a helpful compilation for parents as well as prospective students. Harvey Marks will analyze some of the very *newest films* on the market, and tell how they can be used for various age groups. There'll be an action-getting article on *cleaning up on pornography*, and one detailing "50 Ways To Lick the Devil." There'll also be articles on the danger of using a Ouija board, and on how God can deliver from evil forces. John Piper of Bethel College will describe the pitfalls inherent in flattery—and Ed MacDonald will challenge parents in his provocative, "Is Your Child Being Disciplined?" (He really makes a case for Christian schools).

APRIL 1977

Easter. Travel. Psychology for the Christian. All these have a part in the well-rounded April issue of *Christian Life*. There'll be an article on the Old Testament types—or foreshadowings—of Christ; another shares what readers can learn from the apostolic fathers. Body language will be discussed—along with the psychology of fruit bearing (the latter, of course, by a psychologist). A true adventure talks about "the root of bitterness"—and another recounts God's protection as a home missionary "walks a dirty mile." Then, of course, a compilation of books and films on Easter will bring readers up-to-date on the latest.

4. BLACK AND WHITE RATES

Advertising Size	1x	6x	12x	18x	24x
Full Page, 30"	\$1232.00	\$1144.00	\$1067.00	\$1012.00	\$ 979.00
2/3 Page, 20"	904.00	843.00	784.00	748.00	724.00
1/2 Page, 15"	710.00	660.00	615.00	585.00	570.00
Island 1/2, 15"	851.00	792.00	738.00	702.00	679.00
1/3 Page, 10"	493.00	458.00	427.00	399.00	386.00
1/4 Page, 7-1/2"	378.00	361.00	327.00	304.00	294.00
1/6 Page, 5"	257.00	239.00	223.00	204.00	197.00
2" Minimum*	103.00	95.00	89.00	Not available	
Center Spread	2710.00	2517.00	2347.00	2228.00	2156.00

*(All ads under 5" size appear in Directory Section only)

5. COLOR RATES

Top Color, per page or fraction: \$75.00
Specified Colors, per page or fraction: \$100.00
Four color, per page or fraction: \$200.00

6. COVERS

Write for information. (Including 2nd color run of press)

	1x	6x	12x	18x	24x
2nd Cover	1474.00	1370.00	1282.00	1166.00	1128.00
3rd Cover	1414.00	1315.00	1232.00	1117.00	1078.00
Back Cover	1661.00	1540.00	1441.00	1315.00	1276.00

GATEFOLDS - available in four color only upon request.

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CHRISTIAN BOOKSELLER

GUNDERSEN DRIVE AND SCHMALE ROAD, WHEATON, ILLINOIS 60187

advertising newsletter

THE CHRISTIAN BOOKSTORE'S COMPANION TO THE POPULAR CONSUMER MAGAZINE, CHRISTIAN LIFE

PROPOSED EMPHASES

PLEASE NOTE: We offer the following schedule of EDITORIAL HIGHLIGHTS for the coming months with this cautionary note—emphases, and interests, change from time-to-time, and we try our best to keep in touch with the times and the trends. Consequently, our monthly emphasis may change—to keep informed and up-to-date, just ask to be on our permanent mailing list.

FEBRUARY

- (1) What's New in Spring Books, Tapes and Gifts, by JKL.
- (2) Bibles for Easter and Award Editions, by JKL. Each publisher will choose their two most popular Easter-gift-giving Bibles; as well as listing their award Bibles for spring confirmation/bussing programs/VBS giveaways.
- (3) Magazines: The Impulse Sale; with comparative chart, by Renee McClothin.
- (4) Invest in Plaques and Wall Hangings, by Dave Thompson, business writer.
- (5) TENTATIVE: A Day in the Life of a Manager, by C. Hubbard.
- (6) TENTATIVE: How to Get the Most out of Your Salesman/What Does the Salesman Expect from the Book-seller, by Bill Reynolds, Holman salesman.

MARCH

- (1) Home Library—Bible Study Aids
- (2) Here Comes the Bride: Wedding Gifts and Gift Books, by JKL
- (3) TENTATIVE: Cassettes: From the Machine's Point of View, by Terry Frazierhurst (Bethany Fellowship). On how to care not only for the machine but also the tapes.
- (4) Back To School: Sell Christian School Textbooks (Mott Media).
- (5) Audio Visuals: Film Festival Preview

APRIL

- (1) Meet the Family's Music Needs: Recommended Records for Adults and Children.
- (2) How To Sell Hymnals, by Ray DeVries (Lexicon).
- (3) Church Paraments: An Introduction To Their History, Uses, Terminology and Symbolism (Abbott Hall).
- (4) How To Sell Paraments, by Richard Newhouse (New-house Sales).
- (5) Altar and Communion Ware: The Way To Higher Profits (Artco).

MAY

- (1) The Youth Music Scene, by Stan Moser (Word).
- (2) A Panorama of Christian Jewelry (JKL).
- (3) Selling Youth Books and Products—Successful Store Stories.
- (4) TENTATIVE: Travel/Vacation Games and Books.
- (5) Merchandising Spanish Literature, by Jim Cook (Spanish House, Miami).

THEN IT'S TOO LATE

Why is it? A man wakes up in the morning after sleeping on an advertised bed, in advertised pajamas. He will bathe in an advertised tub; wash with advertised soap; shave with advertised razor, creams and lotions; consume juice, cereal, toast (toasted in advertised toaster); put on advertised clothes and glance at his advertised watch.

He will ride to work in an advertised car, sit at an advertised desk and write with an advertised pen. Yet, this man hesitates to advertise, saying that advertising does not pay. Finally, when his unadvertised business goes under, he will advertise it for sale.

Starbuck, MN Times

AND THERE'S MORE — ALL THE "REGULAR FEATURES", OF COURSE
—RECORDS, BOOKS, MUSIC, NEWS, ETC., ETC.

For more details, or, to reserve space in these exciting issues, call:

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